

Station	KSNV-TV LAS VEGAS, NV.	Agency	() AMERICAN RAMBLER PRODUCTIONS	Rep Firm	() PHILADELPHIA
Advertiser	() ROMNEY 4 PRESIDENT		138 CONANT STREET	Sales Office	() AMY MCCREARY
Product	ROMNEY FOR PRES 60		BEVERLY, MA 02494	Salesperson	() AMY MCCREARY
Estimate#	424	Agency C/P1/P2/E	//424		
Buyer	STEPHANIE KINCAID	Flight Dates	09/28/2012 - 10/02/2012	Salesperson Phone#	213-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	213-568-1845
Fax#					

THESE ARE 60'S SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	6A-7A	WAKE W/WAGNRS2	:60	\$1,300.00	09/28-09/28	1	1	1	\$1,300.00	
	2	M-TU	6A-7A	WAKE W/WAGNRS2	:60	\$1,400.00	10/01-10/02	2	1	2	\$2,800.00	
	3	M-TU	7A-9A	TODAY SHOW	:60	\$1,800.00	10/01-10/02	2	1	2	\$3,600.00	
	4	F	7A-9A	TODAY SHOW	:60	\$1,700.00	09/28-09/28	1	1	1	\$1,700.00	
	5	M-TU	9A-10A	TODAY SHOW 2	:60	\$850.00	10/01-10/02	2	1	2	\$1,700.00	
	6	F	9A-10A	TODAY SHOW 2	:60	\$700.00	09/28-09/28	1	1	1	\$700.00	
	7	M-TU	10A-11A	TODAY SHOW 3	:60	\$650.00	10/01-10/02	2	1	2	\$1,300.00	
	8	F	10A-11A	TODAY SHOW 3	:60	\$650.00	09/28-09/28	1	1	1	\$650.00	
	9	M-TU	11A-12P	RACHAEL RAY	:60	\$650.00	10/01-10/02	2	1	2	\$1,300.00	
	10	F	11A-12P	RACHAEL RAY	:60	\$650.00	09/28-09/28	1	1	1	\$650.00	

Rep Order# 6859169 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 107176

Printed: 09/27/2012 6:26 PM
Last Received: 09/27/2012 12:09 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () ROMNEY 4 PRESIDENT
Product ROMNEY FOR PRES 60
Estimate# 424
Buyer STEPHANIE KINCAID
Phone#
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138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //424
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	F	12P-1P	NEWS AT NOON	:60	\$850.00	09/28-09/28	1	1	1	\$850.00	
				Buyline Comment: NEWS AT NOON								
	12	M-TU	12P-1P	NEWS AT NOON	:60	\$850.00	10/01-10/02	2	1	2	\$1,700.00	
				Buyline Comment: NEWS AT NOON								
	13	M-TU	1P-2P	DAYS OF OUR LIVES	:60	\$850.00	10/01-10/02	2	1	2	\$1,700.00	
				Buyline Comment: DAYS OF OUR LIVES								
	14	F	1P-2P	DAYS OF OUR LIVES	:60	\$850.00	09/28-09/28	1	1	1	\$850.00	
				Buyline Comment: DAYS OF OUR LIVES								
	15	F	3P-4P	DR. PHIL	:60	\$900.00	09/28-09/28	1	1	1	\$900.00	
				Buyline Comment: DR. PHIL								
	16	M-TU	3P-4P	DR. PHIL	:60	\$900.00	10/01-10/02	2	1	2	\$1,800.00	
				Buyline Comment: DR. PHIL								
	17	M-TU	4P-5P	4P NEWS	:60	\$1,450.00	10/01-10/02	2	1	2	\$2,900.00	
				Buyline Comment: 4P NEWS								
	18	F	4P-5P	4P NEWS	:60	\$1,450.00	09/28-09/28	1	1	1	\$1,450.00	
				Buyline Comment: 4P NEWS								
	19	F	5P-630P	5P NEWS	:60	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
				Buyline Comment: 5P NEWS								
	20	M-TU	5P-630P	5P NEWS	:60	\$2,400.00	10/01-10/02	2	1	2	\$4,800.00	
				Buyline Comment: 5P NEWS								
	21	M-TU	630P-730P	JEPARDY/WHEEL	:60	\$2,600.00	10/01-10/02	2	1	2	\$5,200.00	
				Buyline Comment: JEPARDY/WHEEL								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	F	630P-730P	JEPARDY/WHEEL	:60	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
	Buyline Comment: JEPARDY/WHEEL											
	23	M-TU	11P-1130P	11P NEWS	:60	\$2,400.00	10/01-10/02	2	1	2	\$4,800.00	
	Buyline Comment: 11P NEWS											
	24	F	11P-1130P	11P NEWS	:60	\$2,200.00	09/28-09/28	1	1	1	\$2,200.00	
	Buyline Comment: 11P NEWS											
	25	SU	11P-1130P	11P NEWS	:60	\$2,200.00	09/30-09/30	2	1	2	\$4,400.00	
	Buyline Comment: 11P NEWS											

---REPORT TOTALS---
 Report Totals: 38 / \$53,250.00

---SALES MONTHLY TOTALS---
 Sep 12: 14 / \$19,650.00 Oct 12: 24 / \$33,600.00
 Sales Totals: 38 / \$53,250.00
 Station Totals: 38 / \$53,250.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$113,296	CATV 0%	KBLR 0%	KINC 0%	KIAS 30%	KSNV 27%
		KTNV 20%	KTUD 0%	KVCW 1%	KVMY 2%	KVVU 20%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 NEW ORDER
 COMPETITIVE IS ESTIMATED

Books NOV12
 Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE